



"APPLE BLOSSOMS" BY J. CARRIER. NEWEST IN OUR FINE ART SERIES. DESCRIBED AND SOLD ON PAGE 744

SPRING AND SUMMER 1946

Sears, Roebuck and Co.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

EVERYTHING WE SELL
IS AVAILABLE ON
Easy Terms
SEE INSIDE BACK COVER

Please no returns. The price for any article sold is described herein except the selling price for that article as determined under the applicable maximum price regulation issued by the Office of Price Administration. If it is found by that office, we will, upon request, furnish you with statement of our maximum price on any of the merchandise listed herein which we have from Sears, Roebuck and Co.

Kerrybrooke \$5.98
Each

Sears Famous Misses' Dresses

**Look for the name Kerrybrooke
..do you know what it means?**

It means more for your money in tested quality fabrics... better making in every stitch. Just turn a Kerrybrooke inside out and see the superior detailing... neatly pressed pinked seams with material allowed for "letting out" at sides. Blind stitched sleeve and skirt hems, 2-inches deep for lengthening. Waistlines, yokes and shoulder seams are taped or double stitched. Close-stitched button-holes are uniformly spaced; reinforced belts; fine quality shoulder pads. It proves again, when you buy your fashions at Sears, you save every time.



Mallinson's Kameo Sheer rayon... an even-weave sheer with lots of body... is well known to Sears customers for good hang, long life. That's why we've teamed it with our outstanding Kerrybrookes.

Dresses on these 2 pages available after Feb. 1, 1946

- A** Shirtwaist in Kameo sheer rayon melts into soft, lovely lines and makes fashion headlines. Notice the gently curved collar... curved slit sleeve... double-curved set-in pockets. Contrasting belt has self tie. Unpressed front pleats on skirt. Dry clean. Sizes: 12, 14, 16, 18, 20; scale, page 13. State size. Shipping weight, 1 lb. 8 oz.
 ♦31 E 4200-Aqua blue ♦31 E 4202-Medium gray
 ♦31 E 4201-Bright yellow Each.....\$5.98
- B** Bow-tied casual is smart any time, any where. Dainty scallops close waist... edge cap sleeves and set-in pockets. Neck shirring sweeps into waist darts for new softness. Unpressed pleats trim skirt front. Talon zipper placket. Kameo sheer rayon. Dry clean. Sizes: 12, 14, 16, 18, 20; scale, page 13. State size. Shpg. wt., 1 lb. 8 oz.
 ♦31 E 4205-Bright yellow ♦31 E 4207-Aqua blue
 ♦31 E 4206-Medium gray Each.....\$5.98
- C** Button-dress with daring originality sweeps diagonally across to kimono sleeve, then buttons to hem. Huge pocket-on-square is played up with white scroll embroidery. Off-center front shirring on slim-hanging skirt. Kameo sheer rayon. Dry clean. Sizes: 12, 14, 16, 18, 20; scale, page 13. State size. Shipping weight, 1 lb. 8 oz.
 ♦31 E 4210-Medium gray ♦31 E 4212-Bright yellow
 ♦31 E 4211-Aqua blue Each.....\$5.98

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A Shirtwaist melts into soft, lovely lines \$5.98



Modern chrome and steel . . . for lustrous home beauty

Choose famous Harmony House quality . . . gleaming plastic, porcelain enamel and wood table tops protected by stain and heat-resistant finishes



Quality chrome plate—tested in Sears own laboratories to make sure it will meet rigid specifications for wearing quality—offers long-lasting beauty for your home. Greater rust-resistance—heavy chrome plating over nickel plated seamless steel tubing assures a gleaming surface that will wear for years without rusting.



Bright red artificial leather upholstery—curved back and seat padded for comfort

Heavy duty tested chrome and nickel plating on steel guards against rusting

Roomy seat—15x14 in.—plumply padded; chair easily cleaned with damp cloth

\$4.89
Each
When sold
in pairs
4 for \$19.56

Smart chrome Chair with comfort-curved back

A masterpiece of modern chair-making! All the sturdiness that welded steel can give, plus the lasting beauty of tested chrome plate and bright red artificial leather—combined in one smartly styled chair. It is heavy 1-inch seamless steel tubing, chrome plated over nickel to resist rust. The thickness of the plating is extra assurance of years of wear.

Nine-inch back is specially built on a curve for better support, greater comfort; both back and 15x14-in. seat are well padded and upholstered in washable red artificial leather. Back height, approximately 31 in. Shipped by freight or express. See the saving you make when you order chairs in pairs.

EM 2845—Two Chairs. Shpg. wt., 30 lbs. . . . \$9.78
Chair only. Shipping weight, 15 pounds. . . . 5.50
Set of four Chairs. Shpg. wt., 60 lbs. . . . 19.56

A Solid oak top . . . perfectly styled **\$39.95** Choice of two smart finishes

Only \$5 Monthly

Dress up your breakfast room with beautiful oak—plus gleaming chrome and artificial leather. Extra large table (46x34 in.; extends to 56 in. with 10-in. leaf) has heat, water and stain-resistant finish on solid kiln-dried oak top. Sturdy tubular steel legs, heavily chrome and nickel plated. Chairs have padded seats, curved backs, fully upholstered; stencil decoration. Chair ht., 32 in.; seat, 15x15 in. Choose either natural tan or lime oak table with red upholstery. *State table finish.* Shipped from near Chicago, Ill. by freight or express.

1 EM 2827F—5-piece Set Table, 4 chairs. Shpg. wt., 150 lbs. . . . \$39.95

B Heat-resistant porcelain enamel top **\$54.95** Side-extension leaves for extra room

Only \$5 Monthly

Sturdily built for everyday use in kitchen or dinette, smartly designed for up-to-date efficiency. Table has heavy baked-on porcelain enamel top that will stay good looking because it is heat, chip and stain-resistant. Roomy side-extension leaves; hairpin-type tubular steel legs; heavy chrome and nickel plating protects legs from rust. Utensil drawer. Chairs covered with washable red and beige (lt. tan) artificial leather, padded for comfort. Table top, 40x25 in. closed; 45x40 in. open. Chair ht., 31 in.; seat, 15x15 in. Shipped from factory near Chicago, Ill. by freight or express.

1 EM 2822F—5-piece Set Table, 4 chairs. Shpg. wt., 155 lbs. . . . \$54.95

C Modern laminated plastic top **\$54.75** Side-extension leaves open to 43x40 in.

Only \$5 Monthly

Shining beauty in a table top of laminated plastic, the strong new material that resists heat, chipping, and stains from household acids—a pleasure to use because it is so easy to keep clean. Lustrous red lines-effect finish of the top and gleaming chrome of the hairpin-style legs will add a colorful accent to your dinette. Top has equalizing plastic sheets top and bottom to guard against warping. Utensil drawer. Convenient side-extension leaves add almost 35% more space. Chairs colorfully upholstered in bright red artificial leather, padded for comfort. Curved backs padded with contrasting color welting. Heavy, wear-resistant upholstery easily cleaned. Table and chairs have seamless steel 1-in. tubular legs, heavily chrome and nickel plated. Table measures 40x25 in. (43x40 in. with 2 leaves); chair ht., 32 in.; seat 15x15 in. Shipped from stock by freight or express.

1 EM 2828—5-piece Set Table, 4 Chairs. Shpg. wt., 155 lbs. . . . \$54.75
Chair only. Shipping weight, 15 lbs. . . . 5.95

D Finest all-steel Kitchen Stool **\$4.98** Flared semi-tubular legs . . . won't tip

Each

The best kitchen step stool we've ever seen! It has everything—super-strength, safety features, comfort and durability, plus good looks. All edges rounded, no rough places to scratch or tear. Will not tip even when you sit or stand on edge of seat—holds over 350 lbs. Steps lock firmly, will not fall out; rubber treads. Washable, chip-resistant baked-on finish, choice of red, black or blue, all with white trim. Seat size, 14x11 1/2 in.; height, 24 in. Legs, 1 1/4 in. in diameter.

1 E 01700—Shpg. wt., 16 lbs. Mailable. Please state color . . . \$4.98

Harmony

Styled for

fast nooks

living room

Built for years of service and satisfaction

One extra leaf fits firmly into easy-to-open extension top for more roomy seating space. Open, seats six with plenty of extra room; closed, seats four.



Full box seats have glued-in double dowel construction, heavy for glued corner blocks for additional strength at all points of strain.



Long posts extend from floor to top of chair. Built with this solid one-piece post construction to give chair additional strength, rigidity.



Sturdy stretchers are hot-glued to help brace legs to give overall strength and rigidity to entire chair for years of constant family use.

Traditional design Large seating space

\$55.50

5 pieces
as listed
Cash \$5 monthly

- Larger—top surface 50x35 inches
- Heavier—more massive design
- More attractive—richly carved

Handsome set for the homemakers who prefer the more massive traditional carved design as well as the space saving features so necessary in a modern American home. The generous proportions of the table and chairs will give your breakfast room or dinette an air of gracious hospitality beside extra seating space for comfort. The lined oak or natural tan finish will retain its fine appearance for years and will give your room a bright and cheerful look. Wax occasionally to preserve finish. Set constructed of kiln-dried solid oak for constant use—you will appreciate its sturdiness in years to come.

Table—planned with more generous seating space. Extension top, 50x35 inches. With one 8-inch leaf, table measures 58 inches. Deep shaped apron with rounded corners adds to sturdiness, heavier, reinforced legs.

Chairs—Strongly built with continuous back posts; broad, shaped panel back. Full box seat covered in colorful artificial leather. (Sorry, no choice of color.) Sturdy stretchers for added rigidity. Seat, 17x15 in. Height, 35 in. Shipping weight, 138 pounds. *State finish*, 1 EM 2603—5-pc. Set, Table and 4 Chairs. \$55.50 Set shipped by freight or express from stock.



Modern Dinette Set Table 45x32 inches

\$44.50

5 pieces
as listed
Cash \$5 monthly

- Space saving—see dimensions
- Sturdy—built of solid oak
- Two finishes—lined or natural oak

Homemakers whose kitchen or dinette is the center of family activity... for meals, for study, or for games... will recognize that this set is sturdily built to withstand hard family usage. Constructed of kiln-dried solid oak and finished in choice of natural or lined oak (warm beige color). Will retain its freshness longer if waxed occasionally. Smart two-tone stencil decoration adds a gay note of color. Set looks so smart you'll want to spend more time in your kitchen or dinette. All pieces have trim lines and are built man-size for comfort, for extra convenience.

Table—generous size with recessed top; shaped legs and corner brackets. Legs are corner blocked for greater rigidity. Top size, 45x32 inches. Extends to 52 inches with one 7-inch leaf which is included.

Chairs—are sturdily built with continuous back posts. Full box seats covered in red or medium blue artificial leather. Seat, 17x14 inches. Height, 35 inches. Shpg. wt., 118 lbs.

1 EM 2621—Table, 4 chairs. *State finish*, 1 EM 2621—Table, 4 chairs. \$44.50

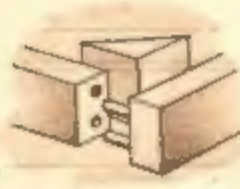




Choose maple for Colonial charm Ruggedly built, with spring seats



Spring-filled cushions give neat, trim lines. Thickly padded, resilient coils for true comfort.



Double dovetailed joints—2 wooden parts fitted and hot-glued into frame to absorb strain and pressure.



Self-walting seams give a neat tailored appearance. Help hold shape of tapestry, and make a smart trim.



Platform Rocker
\$21.95

Create a charming effect for your living room with this well styled group. Selected hardwood, finished in ruddy Priscilla maple. Wide flat arms; carefully padded seat and back cushions, coil spring filled for comfort. Figured cotton tapestry cover in wine red or medium blue. Shipped by freight or express from factory near Newark, N. J.

\$53.95

Cash
2-piece Suite
as listed
\$5 Monthly

1 EM 5004F—Please state pieces and color desired: wine red or medium blue

Arm Chair, Seat, 18 1/2 x 18 in.; width, 27 1/2 in.; height, 32 1/2 in. Shpg. wt., 40 lbs.	\$17.95
Wing Chair, Seat, 18 1/2 x 18 inches; width, 27 1/2 in.; ht., 33 1/2 in. Shpg. wt., 45 lbs.	18.95
Davenport, Seat, 36 x 18 in.; length, 65 in.; height, 32 1/2 in. Shpg. wt., 80 lbs.	36.95
2-piece Suite: Davenport and Arm Chair. Shipping weight, 120 pounds.	53.95
3-piece Suite: Davenport, Arm and Wing Chairs. Shipping weight, 165 pounds.	71.95

Three maple finished hardwood Tables. Shipped by freight or express from stock.

1 EM 5005—End Table. Top, 25 x 14 in.; height, 23 in. Shipping weight, 12 lbs.	\$7.19
1 EM 5006—Lamp Table. Top, 22 x 22 in.; height, 27 in. Shipping weight, 15 lbs.	9.49
1 EM 5007—Coffee Table. Top, 30 x 18 in.; height, 17 in. Shipping weight, 18 lbs.	10.29

Platform rocker, designed for comfort. Resilient springs in deeply padded seat and back cushion. Wide flat arms. Solid hardwood frame finished in ruddy maple; figured cotton tapestry cover. Seat, 19 1/2 x 19 in.; ht., 35 in. Please state color: wine red or medium blue.

1 EM 5078F—Shpg. wt., 55 lbs. Shipped by freight or express from factory near Newark, N. J. \$21.95

Rocker or chair constructed of maple finished hardwood, with cotton tapestry upholstery. No-sag spring seats. Seat size: 27 1/2 in. wide, 19 1/2 in. deep; height, 34 in. Please state color: wine red or medium blue. Shipped by freight or express from stock.

1 EM 5039—Rocker, Shpg. wt., 22 lbs. \$13.95 1 EM 5038—Chair, Shpg. wt., 22 lbs. \$12.95



Rocker \$13.95
Chair \$12.95





Extension tops give extra seating space

Six styles to choose from, each guaranteed to make your dinette or kitchen more colorful, more attractive. Sets are compact in design for the smaller room, but each table opens up to seat six comfortably. Sturdily built of seasoned oak, or birch and maple to withstand hard family use. Sets on this and opposite page are shipped by freight or express from stock in Mail Order House.



Junior Dining Set—50x36-in. Table **\$56.50** Cash \$5 Monthly

Give Tudor style in solid oak with eight-leg table construction; natural finish. Floral stencil design on table top. Decorative carving on deep end, table legs and chair. Table, 50x36 in.; opens to 60 in. with one 10-in. extension leaf. Heavy duty corner blocks brace legs for greater rigidity. Chairs have one-piece back posts. Removable slip seats covered in coral color (yellowish red) artificial leather. Seat, 17 $\frac{1}{2}$ x15 $\frac{1}{2}$ in.; back ht., 17 in. EM 2642—5-piece Set: Table and 4 Chairs. Shpg. wt., 145 lbs. \$56.50



Extension type Colonial Dinette Set **\$39.95** Cash \$5 Monthly

The authentic Early American styling of this dinette set will give your room an atmosphere of quaint charm. Neat and compact for the smaller dinette or kitchen but table seats six comfortably when extended. Made of birch and maple with a lovely Priscilla maple (reddish brown) finish. Attractive club type turned legs on table and chairs. Stretchers for additional strength. Table top, 38x28 in.; extends to 48 in. Seats are 16x14 $\frac{1}{2}$ in. Height of back from seat, 16 $\frac{1}{2}$ in. EM 2632—5-piece Set: Table and 4 Chairs. Shpg. wt., 92 lbs. \$39.95



Colonial Dinette Set—rugged construction **\$47.95** Cash \$5 Monthly

Farming style with mellow golden maple finish that will retain its fine appearance for years. Rectangular table is 42x30 in.; opens to 64 in. with two end leaves. Held in place by patented metal grips. Constructed of birch and maple for hard use. Cross braces under table top help prevent warping; deep in. apron and heavy duty corner blocks screwed to legs add to rigidity. Chairs have one-piece back posts. Saddle seat, 17 $\frac{1}{2}$ x14 $\frac{1}{2}$ in.; ht., 33 $\frac{1}{4}$ in. EM 2638—5-piece Set: Table and 4 Chairs. Shpg. wt., 122 lbs. \$47.95



Solid oak Dinette Set . . . 40x32-in. table **\$34.95** Cash \$5 Monthly

Compact style for the smaller dinette or kitchen. Constructed of well seasoned oak; natural tan finish. Gay stencil design adds a lively note of color. Recessed table top is 40x32 in.; extends to 50 in. with one 10-in. leaf. Note attractive fluted lines and reeded legs on table and chairs. Chairs have strong box seats securely corner blocked. Slip seats padded and covered in brightly colored artificial leather. (Sorry, no choice of color.) Seat, 16x14 inches. Height, 32 $\frac{3}{4}$ in. EM 2639—5-piece Set: Table and 4 Chairs. Shpg. wt., 115 lbs. \$34.95



B Bow-tied casual with smart scallop trim **\$5.98**



C Button-dress slips on in jiffy-quick time **\$5.98**

All Kerrybrookes are available on Sears Easy Terms. See inside back cover for complete details.

ALL PAGE 3 . . DRESSES

Kerrybrooke \$5.77
Each

Sears Famous Misses' Dresses

Stunzi's rayon gabardine
is the season's most popular
fabric... little wonder, it wears
well, sheds wrinkles easily
and lends itself beautifully to
Sears fine Kerrybrooke
tailoring, specified below

- WAISTLINES. Yokes and shoulder seams are taped
- All SEAMS pinked. Side seams are pressed open and 3/8-inch wide to allow for easy letting out
- SLEEVE BOTTOMS have deep, blind stitched hems
- SKIRT HEMS blind stitched, 2-inches deep for lengthening. • Fine stitching throughout
- SHOULDER PADS of fine quality are detachable
- CLOSE-STITCHED BUTTONHOLES are uniformly spaced
- NATIONALLY KNOWN laboratory tested fabrics

Dresses on these 2 pages available after Feb. 1, 1946

A Shirtwaist dress is distinguished by casual simplicity. Single button closes fitted bodice. 3 button pockets, side gathers, kick pleat, trim skirt front. Twin-buckle belt. Smooth side placket closing. Rayon gabardine. Dry clean. Sizes: 12, 14, 16, 18, 20; see size scale on page 13. State size. Shipping weight, 1 lb. 8 oz.

◆31E4215-Medium green ◆31E4217-Melon (bright rose)
◆31E4216-Beige (light tan) Each.....\$5.77

B A casual gem with heart-shaped neckline and new squared yoke that buttons. Kick-pleat on skirt front. Side button pockets. Contrasting novelty belt matches buttons. Smooth side placket closing. Rayon gabardine. Dry clean. Sizes: 12, 14, 16, 18, 20; see size scale on page 13. State size. Shipping weight, 1 lb. 8 oz.

◆31E4220-Beige (light tan) ◆31E4222-Medium green
◆31E4221-Melon (bright rose) Each.....\$5.77

C Button-front favorite dramatizes kimono sleeves with button-trimmed triangular fold. Waist darts and side shirring on skirt front give it the season's softer look. Rayon gabardine. Dry clean. Sizes: 12, 14, 16, 18, 20; see size scale on page 13. State size. Shipping weight, 1 lb. 8 oz.

◆31E4225-Melon (bright rose) ◆31E4227-Beige (light tan)
◆31E4226-Medium green Each.....\$5.77



A Shirtwaist dress has casual simplicity \$5.77



B Casual gem with heart-shaped neckline \$5.77



C Button-front favorite dramatizes sleeves \$5.77

Does your order total \$10 or more? Sears Easy Terms are available—see inside back cover.

POBREVIN PAGE 5, DRESSES

Kerrybrooke \$5⁷⁷_{Each}

Sears Famous Misses' Dresses

**Mallinson's Rayon Bermuda
broadcloth in exciting new
prints . . tailored to Sears
superior standards . . Hand
washable; use gentle Lux**

- WAISTLINES, YOKES and shoulder seams are taped
- All SEAMS pinked. Side seams are pressed open and 3/8-inch wide to allow for easy letting out
- SLEEVE BOTTOMS have deep, blind stitched hems
- SKIRT HEMS blind stitched, are 2 inches deep for lengthening. • Fine stitching throughout
- SHOULDER PADS of fine quality are detachable
- CLOSE-STITCHED buttonholes are uniformly spaced
- NATIONALLY KNOWN laboratory tested fabrics



MALLINSON'S Rayon Bermuda is a quality fabric that stands up to washing without losing its crispness or beauty. That's why it merits the fine tailoring that goes into Sears Kerrybrookes.

Dresses on these 2 pages available after Feb. 1, 1946

- A** Shirtwaist dress in white ploid on color ties in a flattering bow at neck. Covered buttons to below waist. Soft side gathers on front of slim-hanging skirt. Self buckle belt. Rayon Bermuda cloth. Sizes: 12, 14, 16, 18, 20; scale on page 13. State size. Shpg. wt., 1 lb. 8 oz.
 ♦31E4235-Light gray ♦31E4237-Medium green
 ♦31E4236-Melon (bright rose) Each \$5.77

- B** Two-piece in small floral print. Jacket has new fashion appeal with its smart gathered front poplin spaced with button-trimmed fold. Gored skirt. Self buckle belt. Rayon Bermuda cloth. Sizes: 12, 14, 16, 18, 20; scale, page 13. State size. Shipping weight, 1 pound 8 ounces.
 ♦31E4240-Melon (bright rose) ♦31E4242-Medium gray
 ♦31E4241-Aqua blue Each \$5.77

- C** Button-front with oval neckline is charmingly feminine. Lacing at shoulder ends in pert bow, right where sleeve is slit. Side pockets and shirring on skirt front; gores back. Rayon Bermuda cloth. Sizes: 10, 12, 14, 16, 18; scale, page 13. State size. Shipping weight, 1 lb. 8 oz.
 ♦31E4230-Medium green ♦31E4232-Melon
 ♦31E4231-Light gray (bright rose) Each . . . \$5.77



A Shirtwaist dress ties in a flattering bow \$5.77



B Two-piece in small floral print \$5.77



C Button-front with oval neckline \$5.77

Have all the gay spring and summer clothes you need - available on Easy Terms - see inside back cover

ALL PAGE 7, DRESSES

Kerrybrooke ^{\$4.98} each

Sears Famous Misses' Dresses

Two-piece Suit Dresses
in our finest pre-shrunk
GINGHAMS and SEERSUCKERS
that hand wash beautifully
... use LUX; designed to give
you the new silhouette ...
tailored with Kerrybrooke
quality features to give
you a fine Sears value

- ALL SEAMS are pinned. Side seams pressed open.
- SKIRT HEMS are blind stitched and 2 inches deep for lengthening. Fine stitching throughout.
- SHOULDER PADS of a fine quality are detachable.
- BUTTONHOLES closely stitched for long wear.
- NATIONALLY KNOWN laboratory tested fabrics.

These dresses available after Feb. 1, 1946

- A Woven gingham, "A Dan River Fabric" in triple-color and soft peplum jacket is gathered at waist. Bias skirt. Pre-shrunk. 1 1/2" max shrink. 15" x 36" x 46". Scale page 3. Size 12-14. Shrug wt. 1 lb. 12 oz.**
- | | | |
|------------|---------------------------------|--------|
| ♦27 E 8206 | Pink, black, green, plaid | \$4.98 |
| ♦27 E 8207 | Yellow, blue, black, red, green | \$4.98 |
| ♦27 E 8202 | Yellow, black, red, blue | \$4.98 |
- B Striped seersucker suit needs no ironing. Soft, flowing, sets. Fully lined. Jacket with 1/2" notched lapels and pockets. Front wrap pleat on skirt. Pre-shrunk. 1 1/2" max shrink. 15" x 36" x 46". Scale page 3. Price 12-14. Shrug wt. 1 lb. 12 oz.**
- | | | |
|------------|-----------------|--------|
| ♦27 E 8203 | Red and white | \$4.98 |
| ♦27 E 8205 | Green and white | \$4.98 |
| ♦27 E 8204 | Brown and white | \$4.98 |
- C Checked seersucker styled with deep shoulder line gives the new broad look. Front skirt pleat. Pre-shrunk. 1 1/2" max shrink. 15" x 36" x 46". Scale page 3. Price 12-14. Shrug wt. 1 lb. 12 oz.**
- | | | |
|------------|---------------------------|--------|
| ♦27 E 8208 | Brown and white check | \$4.98 |
| ♦27 E 8207 | Red and white check | \$4.98 |
| ♦27 E 8206 | Navy blue and white check | \$4.98 |



A Woven Gingham two-piece suit dress \$4.98

8... SEARS, ROEBUCK AND CO. ALL Numbers marked • shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house.



B Striped Seersucker two-piece suit \$4.98

C Checked Seersucker two-piece suit \$4.98

Sears Easy Terms are available if your order totals \$10 or more. See inside back cover for complete details.

A PAGE 9 . . DRESSES



**Stünzi's CAREER... a rich dull-surfaced rayon crepe
that holds its shape... in dress-up successes for Misses**

\$8.98
each



Dresses with all the fine features of Sears Kerrybrookes, plus the best type top stitching throughout with 12 to 16 stitches per inch, double stitched armholes, TALON zipper plackets.

Fox-like collar caught with flirty bow is done in luscious pastel for dramatic contrast. Dart-fitted bodice. Dry clean. Sizes 12, 14, 16, 18, 20, scale, page 13. State size. Shpg. wt. 1 lb. 8 oz.
 #21 E 4270—Black with light pink \$8.98
 #21 E 4271—Navy blue with light blue \$8.98

... richness of fabric... the season's newest, soft styling for dress-up enchantment... these are combined to give you the extra details you would only expect to find in more expensive dresses.

Self-peplum looped into lattice design gives a festive look to front of slim hanging goared skirt. Soft V-neck ends in tiny folds perked with bow. Short cap sleeves. Self belt. Dry clean. Sizes 12, 14, 16, 18, 20, scale, page 13. State size. Shpg. wt. 1 lb. 8 oz.
 #21 E 4275—Navy blue #21 E 4276—Medium gray Each \$8.98

Catalog numbers marked # shipped from Philadelphia or Kansas City. Order pay postage from Sears nearest mail order house. These dresses are available on Easy Terms—see inside back cover for complete details.

ALL PAGE 11. DRESSES



LABTEX butcher rayon, a Brighton fabric woven to
give the look and feel of linen...Misses' sizes **\$7.98**
 Each

It's a Brighton Fabric
 BUTCHER RAYON

These dresses have all the... of the... of Sears... the Kerri... looks plus the best type top stitching throughout with... the newest colors... softer 1946 styling... and they're priced at only \$7.98 which... value-wise misses buy their fashions at Sears.

2-piece dress is delightfully... for autumn wear. Wide... for... sleeves...
 43 E 4260 Demi...
 43 E 4261 Demi... \$7.98

Button-front dress is fashion's newest beauty with easy key-hole neckline and... extension sleeves contrast with...
 43 E 4262 Demi...
 43 E 4263 Demi... \$7.98



**Rayon jersey prints by Charmette... wrinkle resistant
and firmly woven to retain their shape and to hang well..**

\$8.98
Each

Misses' size scale for figure with youthful bustline,
slender waist.

Order size:	10	12	14	16	18	20	22
Bust to	31	32½	34	35½	37	39	41 in.
Waist to	24	25½	27	28½	30	32	34 in.
Hips to	34	35	36½	38	39½	41	42 in.
Dress length:	41½	42	42½	43	43½	44	44 in.

These dresses have all the features of Sears fine Kerrybrookes, plus the best type top stitching throughout double stitched armholes TALON zipper plackets the season's most sought after fabric... softer 1946 styling which proves again that you get the good values you expect when you buy your fashions at Sears

Square neckline has draped gathers caught with soft bows. Side darts give bodice fit. Dropped side gathers trim skirt front. Dry clean. Sizes: 12, 14, 16, 18, 20 scale at left. State size. Shpg. wt. 1 lb. 8 oz.
#31 E 4295—White ground with fuchsia rose print \$8.98

Two-way stripe uses black rayon grosgrain to trim neckline slit and belt. Dry clean. Sizes: 10, 12, 14, 16, 18, scale at left. State size. Shpg. wt. 1 lb. 8 oz.
#31 E 4290—Aqua blue with black stripes \$8.98
#31 E 4291—Pink with black stripes \$8.98

Catalog numbers marked * shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Sears Easy Terms are available if your order totals \$10 or more. See inside back cover.

ALL PAGE 13 DRESSES

Our Best Suit Dresses
for misses...created in the
new, softer silhouette...
each an outfit in itself...
exquisitely tailored in the
season's most wanted fabrics
..and they're yours at a
sensible Sears price..

- **WAISTLINES.** Yokes and shoulder seams are taped
- **ALL SEAMS** pinked. Side seams are pressed open and 1/4-inch wide to allow for easy letting out
- **ARMHOLES** are double stitched for smooth firm fit
- **SLEEVE BOTTOMS** have deep, blind stitched hems
- **SKIRT HEMS** are taped, blind stitched, 2 inches deep for lengthening. Fine top stitching with 12 to 16 stitches per inch throughout each dress
- **TALON zipper** pockets. Close stitched buttonholes
- **NATIONALLY KNOWN** laboratory tested fabrics

\$8.98

B



100 Denier rayon crepe by Berlinger in small floral and bow print, flows smoothly into the figure fitting lines of this flattering suit dress. Pleated self ruffles gathered into pretty rosette pockets highlight jacket front. Full gored skirt

ripples gracefully. TALON zipper closing. Dry clean. Sizes: 12, 14, 16, 18, 20, see size scale on page 13. Please state size. Shipping weight, 1 pound 8 ounces.

•31 E 4300—Aqua blue, with gray and pink print \$8.98
 •31 E 4301—Med. gray, with gray and rose print \$8.98

\$8.50

P



Frankly's Glamour rayon crepe is fashioned into the season's most feminine suit dress. Round neck is cut into dainty twin scallops and set off with frothy white ruffled lingerie dickey; detachable. Curved jacket front accents softness with gentle side shirring. Gored skirt

TALON zipper placket. Dry clean. Sizes: 12, 14, 16, 18, 20; scale, page 13. State size. Shpg. wt., 1 lb. 8 oz.

•31 E 4307—Navy blue..... \$8.50
 •31 E 4308—Medium gray..... \$8.50

\$8.98

C

Rayon Bengaline, a firm textured, closely ribbed fabric designed in a smart dart-fitted suit dress. Soft roll collar is trimmed with big self bow that slips in under collar, can be removed when you wear a blouse. Fancy button closing. Full gored skirt hangs in slim folds. TALON zipper placket. Dry clean. Sizes: 12, 14, 16, 18, 20; scale, page 13. State size. Shpg. wt., 1 lb. 8 oz.

•31 E 4305—Black..... \$8.98



A Suit dress highlighted with rosette pockets \$8.98



[E] Suit dress set off with white lingerie \$8.50



[C] Suit dress trimmed with big self bow \$8.98

Sears Easy Terms are available if your order totals \$10 or more... see inside back cover for details.

**MOTHERS-TO-BE..you
don't have to choose
between smart fashion
and comfort at Sears..**

**these dresses are
specially designed to
flatter and still meet
your ever-changing
figure measurements..
adjustable features
are cleverly hidden..
wear these after
baby comes, too.**

These are the very same styles making fashion news in our regular size dresses. We adopted the smartest of them so you could look your youngest and prettiest while waiting for baby to arrive. Order your usual size, as we have amply allowed for figure changes with scientifically arranged adjustment features. Sears brings you what you want at down-to-earth prices—it costs little to be well-dressed when you buy from Sears.

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City Order and pay postage from Sears nearest mail order house. Why not order your complete wardrobe-in waiting at one time, using Sears Easy Payment Plan? Full information is given on inside back cover. At the same time, you might think about Baby's layette needs—see baby goods section and add what you want to your Easy Terms order. Buy now... buy the best.



Rayon crepe ♦4.98 Rayon-and-cotton floral ♦3.79 Cotton Percale ♦1.98

Sears famous Smock dress comes in 3 favorite spring-and-summer fabrics. It's a top ranking style for mothers-to-be because of its young Peter Pan collar, easy fit and non-binding comfort. All you do is tie the belt to adjust it. *Sizes:* 12, 14, 16, 18, 20, 22, scale, page 13. *State size.* Shpg. wt., ea., 1 lb. 8 oz. *Crown-Tested French-type rayon crepe*—lovely, silky fabric in a neat monotone print. Hand wash, use Lux ♦31E5900—Medium green ♦31E5902—Medium blue ♦31E5901—Medium gray Each\$4.98 *Rayon-and-cotton*—monotone print, hand wash, use Lux. Available after February 1, 1946. ♦31E5905—Aqua blue ♦31E5906—Rose Each \$3.79 *Cotton Percale*—cool and crisp, easily washable ♦31E5957—Colorful floral print.....\$1.98

Best quality spun rayon ♦5.98 Fine quality spun rayon ♦4.98

Your pet button-front classic. Kimono-cap sleeves repeat scallop detail. Easy adjusting snaps release extra fabric. *Sizes:* 12, 14, 16, 18, 20, scale page 13. *State size.* Shpg. wt., ea., 1 lb. 8 oz. *Our best quality spun rayon*—in poska dot print. Hand washable, use Lux ♦31E5910—Aqua blue, white dot \$5.98 ♦31E5911—Bright rose, white dot \$5.98 ♦31E5912—Navy blue, white dot \$5.98 *Fine quality spun rayon*—in solid colors. Hand washable, use Lux. Available after Feb. 1, 1946. ♦31E5915—Medium blue\$4.98 ♦31E5916—Medium rose ...\$4.98



\$6.98

The bow dress in rich alpaca-type rayon crepe is an important fashion meant for important occasions. It squares a neckline and diverts attention with its colorful bows and sleeve bands. Lovely slim lines achieved by adjusting reserve folds of fabric with spaced snaps, hidden under tie-back sash. Skirt is softly shirred. Dry cleanable. Sizes: 12, 14, 16, 18, 20. Size scale, page 13. Please state size. Shipping weight, 1 lb. 8 oz.

- ◆31 E 5920—Black. \$6.98
- ◆31 E 5921—Navy blue ..\$6.98

\$5.98

The U-necked dress in popular Bemberg rayon sheer comes in a neat, fresh-looking print. The buttoned top, crisply accented with dainty white eyelet embroidery, makes it easy to slip into. Drawstring waistline has deep-clustered gathers to accommodate day-to-day figure changes. Belt ties conceal adjustment. Hand washable; use Lux. Sizes: 12, 14, 16, 18, 20; scale, page 13. State size. Shpg. wt., 1 lb. 8 oz.

- ◆31 E 5932—Medium blue \$5.98
- ◆31 E 5933—Medium rose \$5.98

\$4.98

The Spun Rayon Jumper is beloved by mothers-to-be for its easy wearability and fine figure magic. News in its epaulet shoulders, dressy white embroidery touches. Has a clever sweetheart neckline, too. Trim waistline hides deep folds of reserve fabric snapped in place to take care of figure expansion. (Blouse not included.) Dry clean. Sizes: 9, 11, 13, 15, 17, use scale, page 25. Please state size. Shpg. wt., 1 lb. 8 oz.

- ◆31 E 5938—Navy blue ...\$4.98
- ◆31 E 5939—Medium rose. \$4.98

Available after Feb. 1, 1946

\$2.98

The White-collar dress in lovely rayon and cotton check is an exciting new edition of that easy to wear shirtrock. Flattering open throated neckline ends in a big button. Sleeves are fashion's new extension variety. Unpressed pleats and side folds secretly hold the fabric you need for figure expansion. Belt conceals it. Hand wash, use Lux. Sizes: 9, 11, 13, 15, 17; size scale, page 25. State size. Shpg. wt., 1 lb. 8 oz.

- ◆31 E 5935—Red and white \$2.98
- ◆31 E 5936—Blue and white \$2.98

Available after Feb. 1, 1946

Numbers marked ◆ shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house.

ALL PAGE 17 . . DRESSES



Frankly's Rayon Cubana cloth for distinctive styling..

a famous name fabric with wonderful texture, easy drape.. \$3.98

firm woven... perfect for these go-everywhere Dresses

The slim-neckline dress shows off new dropped shoulders and angled hip pockets by tracing white monogram like embroidery. Belt is a wide Rayon Cubana cloth. Dry clean. Sizes 12-14-16-18-20. See page 13. Shipping weight 1 lb. 8 oz.
 ♦ E 4310 Bright yellow \$3.98
 ♦ E 4311 Aqua blue \$3.98
 ♦ E 4312 Rose pink \$3.98

The cordigon casual handled dress shows white. It's a true sailor's dress. An fashion with a V-neck collar. The belt is a wide Rayon Cubana cloth. Dry clean. Sizes 12-14-16-18-20. See page 13. Shipping weight 1 lb. 8 oz.
 ♦ E 4314 Bright green \$3.98
 ♦ E 4315 Melon bright rose \$3.98

The bow-tie dress puts scallops embroidered in sharp contrast straight down to button front. On the slant to accent new v-neck. Belted waistline curves to skirt. Dry clean. Sizes 12-14-16-18-20. See page 13. Shipping weight 1 lb. 8 oz.
 ♦ E 4321 Deep aqua blue \$3.98
 ♦ E 4322 Bright yellow \$3.98

The classic shirtneck handles stripes expertly hides a button closing beneath the shimmering front. Look her like belt. Rich touch of white monogram like embroidery. Rayon Cubana cloth. Dry clean. Sizes 12-14-16-18-20. See page 13. Shipping weight 1 lb. 8 oz.
 ♦ E 4316 Medium green and white \$3.98
 ♦ E 4317 Melon bright rose and white \$3.98



Also in check
Sharkskin

All-day Dresses in popular, fine quality rayons . .

silk-smooth or pebbly crepes . . fresh, crisp sharkskin . .

hand washable separately . . use Lux to help keep colors fresh

\$3.98
Each

Loftex Rayon Sharkskin is firm woven non-wrinkle fabric ideal for the number one shirtwaist. Gathered pockets. Fine stretching finish. Contrasting buttons. Leather-like belt. Hand wash. Sizes 12-14-16-18-20—see page 13. State size. Shipping weight 1 lb. 8 oz. #31 E 4325 White \$3.98
In Rayon Sharkskin check hand wash. #3 E 4327 Red and white \$3.98 #31 E 4328 Green and white \$3.98

Sandgrain, a Loftex Rayon fabric with smart pebbly crease is perfect choice for the perky peplum dress. Square neckline. Buttoned top and bow tied peplum with white rayon embroidery. Gored skirt. Side pocket. Hand wash. Sizes 12-14-16-18-20—see page 13. State size. Shipping weight 1 lb. 8 oz. #3 E 4330 Aqua blue \$3.98 #31 E 4331 Bright tan \$3.98 #31 E 4332 Lime light green \$3.98

French-type Rayon Crepe is softly tailored into a dressy button front print. Square neckline edged with foamy white ruffles of eyelid embroidery that cascade prettily down to hem. New cap sleeves taper into waistline. Shirring at hips. Hand washable. Sizes 12-14-16-18-20—see page 13. State size. Shipping weight 1 lb. 8 oz. #31 E 4333 Med. green and white \$3.98 #31 E 4334 Med. gray and white \$3.98

French-type Rayon Crepe in a gay floral print drapes beautifully into a surprise V-neck dress. Unusual leather-like belt. Soft corsage. Skirt is smooth over hips sharply knife-pleated below, gored back. Side pocket. Hand washable. Sizes 12-14-16-18-20—see page 13. State size. Shipping weight 1 lb. 8 oz. #31 E 4337 Med. gray ground \$3.98 #3 E 4338 Light rose ground \$3.98 #31 E 4339 Med. blue ground \$3.98

Catalog numbers marked # shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Buy your complete summer wardrobe on Easy Terms; see inside back cover.

ALL PAGE 19 DRESSES



**Well made cottons
with a quality look . . . Lux care
helps keep them lovely**

**Kerrybrooke Shirtfrock in
washfast Lonsdale Cord \$3.98**

- Fullness under front and back yokes for easy action
- Strong stitching throughout . . . seams neatly pinked
- Fresh water pearl buttons down front are closely spaced so skirt sits smoothly; will not gap open
- Rich novelty belt, well made with leather-like trim
- Blind stitched hem, 2 inches deep for lengthening
- Skirt has generous front pleats; gores in back

A When does a dress have everything in its favor? When it's a Sears shirtfrock, tailored the Kerrybrooke way. That means a cleanly-turned collar, easy sleeves, free-action tucks at waistline, pockets properly placed. Sharing the glory a dress like this receives is the fabric it's made of . . . superb quality corded chambray, with precise stripes woven in to stay . . . pride of the century-old Lonsdale mill in Rhode Island. Pre-shrunk (max shrinkage 3%). Washfast. Sizes: 12, 14, 16, 18, 20; size scale on page 13. *State size.* Shipping weight, 1 pound
 ♦27 E 8210—Blue and white ♦27 E 8213—Lavender and white
 ♦27 E 8211—Brown and white ♦27 E 8214—Red and white
 ♦27 E 8212—Green and white Each \$3.98

Descriptions of dresses shown on opposite page

B The two-piece dress in fine-woven checked cotton suiting spotlights a new yoke on its well-fitted, buttoned top. Has becoming notched collar, sleek set-in waistband. Skirt is gored to flare gently, snaps smoothly at side. Washable. Sizes: 12, 14, 16, 18, 20, see size scale on page 13. *Please state size.* Shipping weight, 1 pound 10 ounces.
 ♦27 E 8225—Black and white checks \$3.98

C The button-fronter in smooth-finish, woven chambray with fashion's new butterfly-cap sleeves of dazzling white eyelet embroidery. Perky bow ties at throat; belt nips waistline above a softly shirred front skirt. Washfast. Sizes: 12, 14, 16, 18, 20, scale, page 13. *State size.* Shipping weight, 1 pound.
 ♦27 E 8226—Pink ♦27 E 8228—Light blue
 ♦27 E 8227—Beige (light tan) Each \$3.98
 Available after February 1, 1946

D The fly-front dress in crisp waffle pique comes in a splashy posy print. Has flattering shirt collar, easy bodice and slightly flared skirt . . . smartly simple lines that are always good fashion. Fine dressmaking touches like white pique pleats on collar, shoulder and skirt pockets. Washfast. Sizes: 12, 14, 16, 18, 20, scale on page 13. *State size.* Shipping weight, 1 pound.
 ♦27 E 8230—Red and white \$3.98
 ♦27 E 8231—Navy blue and white \$3.98
 Available after February 1, 1946

A Kerrybrooke Lonsdale Cord Shirtfrock \$3.98



B The two-piece Dress \$3.98

C The button-front Dress \$3.98

D The fly-front Dress \$3.98

Everything at Sears is available on Easy Terms see inside back cover for complete details.

ALL PAGE 21 DRESSES



Delightful cottons for misses . . spiced with bright,
young fashion flashes . . wash crisp and clear; use Lux

\$3.98
Each

Shirtwaist dress in fine quality sheer cotton is sprinkled with tiny white dots. There's head turning flattery in its fluffy self ruffled pockets played up with crisp white ric-rac. Soft shoulder gathers; darts sleek in your waist. Wide inverted pleat on skirt front. Hand wash. Sizes 12, 14, 16, 18, 20; scale, opposite page. *State size* Shpg. wt., 1 lb. ♦27E8232—Navy blue . . \$3.98
Available after Feb. 1, 1946

U-neckline is framed with a flutter of self ruffles outlined with dainty cotton lace and extending to kimono sleeves. Soft top—side gathers on skirt front are bagged in with self front tie. Floral cotton in sheer dotted swiss effect. Side placket. Washable. Sizes 12, 14, 16, 18, 20; scale, opposite page. *State size* Shpg. wt., 1 lb. ♦27E8235—Rose ground \$3.98
♦27E8236—Med blue ground \$3.98
Available after Feb. 15, 1946

Bow tied button fronter uses cross stripes for the broad shoulder look. Soft top; full shirring on skirt front. Self belt nips in waist. Yarn dyed woven striped broad cloth. Washfast. Sizes: 12, 14, 16, 18, 20; scale, opposite page. *State size*. Shipping weight, 1 lb. ♦27E8240—Blue and white \$3.98
♦27E8241—Red and white \$3.98
♦27E8242—Green and white \$3.98
♦27E8243—Brown and white \$3.98

Button-fronter has pointed shoulder tabs with white saucer buttons, like the ones marching down front. Set in belt, 3-color squares with small overprint in Sanforized cotton broadcloth (max. shrink. 1%). Washable. Sizes 12, 14, 16, 18, 20; scale, opposite page. *State size* Shpg. wt., 1 lb. ♦27E8244—Blue, gray and white
♦27E8245—Tan, lime green and white Each \$3.98
Available after Feb. 1, 1946



Cottons, cotton-and-rayon for misses in the season's

most becoming styles and colors . . . easy to whisk through Lux

\$2.98
Each

Soft casual uses bias bands to trim slashed cardigan neckline and side skirt pockets. Woven cotton gingham in bright plaid. Front tie waist. Side placket. Washable. *Sizes:* 12, 14, 16, 18, 20; scale below *State size*. Shipping weight, 1 lb.
 ♦27 E 8247—Brown ♦27 E 8249—Red
 ♦27 E 8248—Green Each \$2.98

Order size:	10	12	14	16	18	20	22
F hip ar:	34	35	36½	38	39½	41	43 in.
F waist in:	24	25½	27	28½	30	32	34 in.
F bust in:	31	32½	34	35½	37	39	41 in.
Dress length:	41	41½	42	42½	43	43½	44 in.

Charming white bow print on solid ground in Sanforized cotton (max. shrink, 1%). Bows accent circular collar that extends width of shoulderline. Set-in belt. Gathers on skirt front. Washfast. *Sizes:* 12, 14, 16, 18, 20, size scale at left. *Please state size*. Shipping weight, 1 lb.
 ♦27 E 8250—Med green \$2.98
 ♦27 E 8251—Rose \$2.98
 Available after Feb. 1, 1940

Shirtwaist dress in striped cotton seersucker has new flange pockets that button over leather-like belt. Soft gathers at shoulder. Inverted front pleat on straight skirt. Washable. *Sizes:* 12, 14, 16, 18, 20, scale at left. *State size*. Shpg. wt., 1 lb.
 ♦27 E 8252—Blue and white
 ♦27 E 8253—Red and white
 Each \$2.98
 Available after Feb. 1, 1940

Button-fronter in cotton and rayon has white polka dots. Shoestring bow trims round neck. Cape effect shoulder yoke and new extension sleeves are edged in white eyelet embroidery. Hand wash separately. *Sizes:* 12, 14, 16, 18, 20; scale at left. *State size*. Shpg. wt., 1 lb.
 ♦27 E 8254—Navy blue \$2.98
 ♦27 E 8255—Rose . . . \$2.98
 Available after Feb. 1, 1940

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ALL PAGE 23 . . DRESSES



Thrifty favorites for Misses . . with new fashion touches . .

well made of crisp, durable rayon-and-cotton fabrics

\$2.98
Each

The Valeray check bands its new rounded shoulders and shirred neckline in wide strips of black self fabric. Wonderful way of showing off the softened lines of this shirt top dress. Rayon and cotton. Dry clean. Sizes: 12, 14, 16, 18, 20. Size scale page 13. State size. Ship. wt. 1 lb. 8 oz.
 ♦3 E 4342—Light green \$2.98
 ♦3 E 4344—Bright rose \$2.98
 Available after Feb. 7, 1946

The square-necked dress adds a fluttering front panel for a smart 2-piece look. Has a buttoned top and white embroidery detail. Shimmers smartly rounded skirt gracefully. Rayon and cotton. Hand wash. Sizes: 2, 4, 16, 18, 20. Size scale page 13. State size. Ship. wt. 1 lb. 8 oz.
 ♦3 E 4343—Aqua blue \$2.98
 ♦3 E 4344—Bright rose \$2.98
 Available after Feb. 7, 1946

The button-front floral shirt its cardigan neckline and drapes to show from new draped shoulder into sleeves. Belted sleekly in black satiny like fabric. H. shirred skirt. Rayon and cotton. Hand wash. Use Lux. Sizes: 2, 14, 16, 18, 20. Size scale page 13. State size. Ship. wt. 1 lb. 8 oz.
 ♦3 E 4345—Bright rose \$2.98
 ♦3 E 4346—Aqua blue \$2.98
 Available after Feb. 7, 1946

The bow-tie dress makes way for the attractive new keyhole neck line, playing it up with dazzling white embroidery. Kimono sleeves taper into slim waistline. Nice shirred skirt lines. Rayon and cotton. Hand wash. Sizes: 2, 4, 16, 18, 20. Size scale page 13. State size. Ship. wt. 1 lb. 8 oz.
 ♦3 E 4348—Medium green \$2.98
 ♦3 E 4349—Light yellow \$2.98
 Available after Feb. 7, 1946

**JUNIORS..We're for you
..and your pet fashions..
the dresses with pure allure
..close little tops, high-
riding waistlines and as
much skirt as possible..
start here with our "eye-
opener", the Lattice Dress
and go on being dazzled
with what appears on the
following 10 pages..**

\$6⁹⁸

Available after Feb. 1, 1946

What dress earned this pin-up place in our catalog? The dress with the peek through lattice work, of course. And what fabric shows it off to best advantage? Frankly's crisp, ever fresh rayon Cubana Cloth is a natural. A yoke of criss-cross fabric swirls out from a high round neckline and is edged in snowy white eyelet embroidered ruffles. Huge square pockets are done the same way. See how its top follows your figure lines, clings close to your waistline. The dropped-shoulder cap sleeves are big fashion news this season. Plenty of gathers give the skirt that desirable fullness. It's the dress of the year—wear it anywhere anytime. Dry clean. Sizes 9, 11, 13, 15, 17, size scale below. State size. Shpg. wt., 1 lb. 8 oz.
 ♦31 E 4000—Pink ♦3 E 4002—Bright yellow
 ♦31 E 400 —Aqua blue Each \$6 98

Do your measurements fit this scale?

If they do, you're lucky—	you can wear these Junior fashions.				
Order Size	9	11	13	15	17
Hips are	33	34 1/4	36	37 1/4	39 inches
Waist is	23 1/2	24 1/2	26	27 1/2	29 inches
Bust is	30 1/2	32	33 1/4	35	36 1/4 inches
Dress length	39 1/2	40 1/2	4	4 1/2	42 inches

Everything at Sears is available on Easy Terms.
If your order totals \$10 or more. See inside
back cover for complete details.



The pin-up lattice dress

Kerrybrooke \$5.77
Each

Sears Famous Junior Dresses

**Look... Junior Kerrybrooke
dresses in rayon gabardine and
Lablax rayon... that means
they're top-ranking aces
in fabric, workmanship,
fashion pertness... and you'll
notice their sensible price**

- **WAISTINGS.** Yokes and shoulder seams are taped
- **All SEAMS** are pinked. Side seams are pressed open and $\frac{3}{8}$ -inch wide to allow for letting out
- **SLEEVE BOTTOMS** have deep, blind-stitched hems
- **SKIRT HEMS** are blind-stitched and 2-inches deep for lengthening. Fine stitching throughout
- **SHOULDER PADS** of fine quality are detachable
- **TALON ZIPPER** placket. Close-stitched button holes
- **NATIONALLY KNOWN** laboratory-tested fabrics

A) High-spirited princess style has surprise back pleats. See how clever they look, 4 box pleats on set-in band. Bodice strips have white edging that forms a triangle and extends to end of sleeves. Lablax rayon, faille-type fabric. Dry clean. Sizes: 9, 11, 13, 15, 17, scale, page 25. State size. Shpg. wt., 1 lb. 8 oz.

•31 E 4035—Light blue •31 E 4037—Bright yellow
•31 E 4036—Bright rose Each \$5.77

B) Button-front pet is casual for all time wear. Petal-shaped button collar is prettied with contrasting polka dot ties in a choir boy bow. Shoulder pleat, waist tucks. Button cuffs. Off-center shirring on skirt front. Rayon gabardine. Dry clean. Sizes: 9, 11, 13, 15, 17, scale, page 25. State size. Shipping weight, 1 lb. 8 oz.

•31 E 4010—Aqua blue with rose polka dot ties \$5.77
•31 E 4011—Lt. tan with brown polka dot ties \$5.77

Available after Feb. 1, 1946

C) Musical notes create a peek-a-boo effect at neck with white rayon braid trimming that goes to hem. All 'round shoulder fold on cap sleeve. Side inserts, front tie, show off flattering princess lines. Talon zipper closure. Rayon gabardine. Dry clean. Sizes: 9, 11, 13, 15, 17, scale, page 25. State size. Shipping weight, 1 lb. 8 oz.

•31 E 4005—Bright rose \$5.77
•31 E 4006—Aqua blue \$5.77

Available after Feb. 1, 1946



A) High-spirited princess style has surprise back pleats \$5.77



B Button front pet has polka dot ties in choir boy bow \$5.77

C Princess dress with new peek-a boo neckline \$5.77

Does your order total \$70 or more? Sears Easy Terms are available or complete details see inside back cover

|| PAGE 27 DRESSES

JUNIORS

Cotton belongs to
You... to the sun and
summer... to every day
or night activity.

Young, sweet and
clean... easy to keep
that way by sudsing
in gentle Lux. There's
tang in the styles, the
knowing touches, the
special colors and
patterns...

\$4.98
each

Here is the new look in Junior Cottons and any fashion magazine will tell you what we say. Shoulders are broadened by puffed-up sleeves, waistlines tightly trapped by sleek midriffs, skirts billowing out below. Two of them are by ANN HOWE, the famous designer idolized by Juniors. She features those wonderful new "flyaway" sleeves. All possess Sears typically fine fabrics, fine sewing and careful finish.

Do Your Measurements Fit This Scale?

If they do, you're lucky... you can wear these

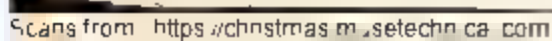
Junior fashions

Order size	9	11	13	15	17
Bust	33	34 1/2	36	37 1/2	39
Waist	27 1/2	28 1/2	29 1/2	30 1/2	31 1/2
Hips	35 1/2	36 1/2	37 1/2	38 1/2	39 1/2
Dress length	39 1/2	40 1/2	41	41 1/2	42

Catalog numbers marked ♦ shipped from
H. J. & K. S. Co., Inc., New York, N.Y.
Shipped from Sears, Roebuck & Co.,
Chicago, Ill. (Sears, Roebuck & Co.,
New York, N.Y. also has a branch in
New York, N.Y.)

The Anne Howe Striped dress, featuring a
flyaway sleeve, a fitted bodice, and a full skirt.
It is made of a fine cotton fabric and is
available in two colors: white with blue
trimming and white with red trimming.
The dress is available in sizes 9, 11, 13, 15, and 17.
The price is \$4.98.

The Anne Howe polka-dot dress, featuring a
flyaway sleeve, a fitted bodice, and a full skirt.
It is made of a fine cotton fabric and is
available in two colors: white with blue
trimming and white with red trimming.
The dress is available in sizes 9, 11, 13, 15, and 17.
The price is \$4.98.



JUNIORS . .

Captivating dresses
to dance right through
the seasons and
bring you pretty
compliments . . in fine
alpaca-type rayon crepe
with workmanship
and extra young
detailing that give a
dress the smooth
more expensive look
you like . . but notice
their price tag
is thriftily marked

\$7.50
each



Catalog numbers marked ♦ shipped from
Philadelphia or Kansas City Center and
pay postage from Sears nearest mail order
house. Buy what you want when you
need it. Visit our terms of sale
see inside back cover for details.



The basque-waisted dress in fine alpaca-type rayon crepe is spaced with contrast when it counts most—big bows at shoulders, wide bands on new extension sleeves. Moves through the middle with a long line up of buttons from deep V-neckline. Center front skirt gathers. Dry clean. Sizes 9, 11, 13, 15, 17; size scale, page 25. Please state size. Shipping weight, 1 pound 8 ounces.
♦ 3 E 4 5 Light gray with pink trim \$7.50
♦ 3 E 4 6 Black with white trim \$7.50
A line after February 1, 1946

The square-necked dress in rich alpaca-type rayon crepe has wonderful shoulders, a neatly belted middle and a slightly flared skirt below the perky peplum. Starchy white eyelet embroidery has contrasting ribbon running through it. Talon zipper placket. Dry clean. Sizes: 9, 11, 13, 15, 17; size scale, page 25. Please state size. Shipping weight, 1 pound 8 ounces.
♦ 3 E 4 20—Light gray \$7.50
♦ 31 E 4 21—Navy blue \$7.50
Available after February 1, 1946



\$7.98

Brood-bound 2-piece in Labtex rayon,
faux-type fabric. Notched top has new
extension sleeves, posy trim. Skirt box
pleated front, back. Dry clean. Sizes
9 11 13 15 17, scale page 25. *State size*
Shipping weight, 1 pound 8 ounces
#31 E 4025—Light blue \$7.98
#3 E 4026—Bright yellow \$7.98
#31 E 4027—Pink \$7.98

\$8.98

The buttoned 2-piece in rich rayon ben-
galine has scallops, scallops everywhere.
See its wonderful new keyhole neckline.
its sparkling jewel type buttons.
Marvelous fit to its top and smooth-
hipped flaring skirt. Dry cleanable.
Sizes 9 11, 13, 15, 17, size scale page 25.
Please state size Shipping wt., 1 lb 8 oz
#3 E 4030—Black \$8.98

JUNIORS . .

Tempting two-piecers
with jaunty style news
for today's Junior miss . .
one is charmingly
feminine in rayon
bengaline . . the other
is softly casual in
Labtex rayon . . you'll
be proud of their fine
tailoring . . the soft
appealing touches
that give them a
brand new look . . and
their low Sears prices



Catalog numbers marked * shipped from
Philadelphia or Kansas City. Order, pay
postage from Sears nearest mail order
house. Everything at Sears is available
on Easy Terms—see inside back cover

ALL PAGE 31 . . DRESSES

JUNIORS

Count on cotton for
that spic-span look
the summer long . . for
noon or moon activities . .
brief sleeved to show
off a smooth sun tan . .
taut waisted to show off
your fine figure . .
they revive in
a jiffy with a Lux
sudsing . . a small
Sears price to pay
for so much flattery

\$3.98
each

Everything about you will look fresh and clean and alive if you wear Cotton—the queen of summer fabrics. Sears has here a prize collection in popular materials, sun-gay patterns and colors. Styled especially for Juniors and featuring 2-piece and full-skirted dresses with no skimping on your pet ruffle, pocket or button decorations. Sears fine sewing insures clean finish inside as well as out, the steady stitching that holds up after countless washings, we recommend Lux suds

Catalog numbers marked* shipped from Philadelphia or Kansas City Order and pay postage from Sears nearest mail order house. Buy now . . buy the best Sears Easy Terms are available if your order totals \$10 or more . . see inside back cover for details.



\$3.98

The tablecloth check, a new 2-piecer in fine woven cotton gingham ("woven" means pat tern is there to stay). Heart-high pockets sprout foamy white cotton poue bands. Button-front cardigan tops a classic kick-pleated skirt. Washfast Sizes 9 11 13 15 17 scale, page 28. State size Shpg. wt. 1 lb. 8 oz.
*27 E 8312—Green-and-white check \$3.98
*27 E 8313—Red-and-white check \$3.98
*27 E 8314—Brown-and-white check \$3.98

\$3.98

The striped 2-piecer comes in crisp Sanforized cotton poue (max. shrinkage 1%). Its collar is taken from a gob's suit. There is fashion news in its flip-back cuff sleeves and muff pockets . . all touched off with buttons. Skirt has a pleat trio in front. Hand wash, use Lux. Sizes 9, 11, 13, 15, size scale, page 28. Please state size Shpg. wt., 1 lb. 8 oz.
*27 E 8315—Red-and-white stripe . . . \$3.98
*27 E 8316—Navy blue-and-white stripe \$3.98



\$3.98

The pinafore dress, a pre-shrunk cotton gingham special (max. shrinkage, 3%) in a bright plaid on white ground. See how generous we've been with those flutter-ruffles edged in ric-rac. Gathers below the waist-hugging midriff to give you a dancewide skirt. Button to waist in back. Pattern woven to stay. Hand wash. *Sizes:* 9, 11, 13, 15, scale, page 28. *State size* Shpg. wt., 1 lb.
 ♦27 E 8318—Red-and-blue plaid \$3.98

\$3.98

The petticoat-ruffle dress in Sanforized cotton chambray (max shrink. 1%) is "on the square" with its neckline and pockets. Fitted bodice, gathered skirt billows out from waistline. Perky striped ruffles, finished with ric-rac. Button back closing. Washable. *Sizes:* 9, 11, 13, 15, scale, page 28. *State size* Shpg. wt., 1 lb.
 ♦27 E 8320—Med. rose, rose-and-white trim
 ♦27 E 8321—Med. blue, blue-and-white trim
 Each \$3.98

\$3.98

The window-pane check in crinkly printed seersucker has newest shoulder-into-sleeve treatment. Wonderful neckline and huge pockets trimmed with bias check and ric-rac. Set-in bias belt with white trim nips waistline. Button back closing to waist. Washable. *Sizes:* 9, 11, 13, 15, 17; size scale, page 28. *State size* Shpg. wt., 1 lb.
 ♦27 E 8323—Brown-and-white check \$3.98
 ♦27 E 8324—Red-and-white check ... \$3.98
 Available after Feb. 1, 1946

Numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house.

ALL PAGE 33 . . DRESSES



There's headline news in the lively colors and bright
fashion notes of these hand washable, easy to Lux
JUNIORS in rayon and cotton, spun rayon . .

\$2.98

Square neck, pretty as a picture on new fitted basque waist. White embroidery dramatizes neck and sleeves. Soft bows on gathered skirt. Back tie. Rayon and cotton. Sizes 9, 11, 13, 15, 17 scale page 28. State size. Shpg. wt. 1 lb. 8 oz.
♦31 E 4055—Bright rose \$2.98
♦31 E 4056—Aqua blue \$2.98
Available after Feb. 1, 1946.

\$2.98

Shirtwaist dress rates high in smartness with softer lines. Slim stripes, extended sleeves. Leather-like black belt. Rayon and cotton. Sizes 9, 11, 13, 15, 17 scale page 28. State size. Shpg. wt. 1 lb. 8 oz.
♦31 E 4060—Light green with black
♦31 E 4061—Pink with black
Each \$2.98
Available after Feb. 1, 1946.

\$3.98

Button-front pet is flashed with white on color. Buttons from neck to hem. Two buttons on sleeve. Novelty fabric belt. Shirring on skirt front. Spun rayon. Sizes 9, 11, 13, 15, 17 scale page 28. State size. Shpg. wt. 1 lb. 8 oz.
♦31 E 4050—Bright green \$3.98
♦31 E 4051—Bright yellow \$3.98

\$3.98

Princess dress has cardigan neck. Contrasting color in scallops from shoulder to below waist, ending in girlish bow. Back tie. Spun rayon. Sizes 9, 11, 13, 15, 17 scale page 28. State size. Shpg. wt. 1 lb. 8 oz.
♦31 E 4045—Light blue with navy
♦31 E 4046—Bright rose with navy
Each \$3.98



**JUNIOR hit parade of washable cottons . . every one
is designed with the easy casual look young America
loves . . and they're thriftily yours . .**

\$2.98

Condy stripe Sanforized cotton (max. shrink. 1%). White cotton edging adds sparkle to make-believe flap pockets on top, skirt pockets. Sizes: 9, 11, 13, 15; scale, page 28. *State size.* Shpg. wt., 1 lb.
♦27 E 8325-Red and white \$2.98
♦27 E 8326-Blue and white \$2.98
♦27 E 8327-Brown and white \$2.98

\$2.98

Button-front in woven checked gingham has a perky look with its cuffed cap sleeves, rounded pocket and whittling waistband all cleverly cut on the bias. Gathers on skirt front. Sizes: 9, 11, 13, 15, 17; scale, page 28. *State size.* Shpg. wt., 1 lb.
♦27 E 8328-Red and white \$2.98
♦27 E 8329-Green and white \$2.98

\$2.98

Shirtwaist dress rates a fashion plus with its two-color stripes . . wide set in pockets that button . . and its gathered skirt. Sanforized woven chambray (max. shrink. 1%). Sizes: 11, 13, 15, 17; scale, page 28. *State size.* Shipping weight, 1 lb.
♦27 E 8330-Gray with red \$2.98
♦27 E 8331-Aqua blue, brown \$2.98

\$3.98

Border print exclamation with squared neckline cut in dainty twin scallops. Has wide midriff that sleeks in your middle. Cotton crinkle pre-shrunk (max. shrink 3%). Side placket. Sizes: 9, 11, 13, 15; scale, page 28. *State size.* Shpg. wt., 1 lb.
♦27 E 8333-Light blue \$3.98
♦27 E 8334-Light yellow \$3.98

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SEE PAGE 35 . . DRESSES



Half-size Dresses... specially styled and cut to flatter women 5 ft. 4 in. or under... eliminate costly alterations... Lux keeps them fresh

\$3.98

\$3.98

\$3.49

\$3.49

The button-front dress in rayon and cotton is hand washable; use Lux. Uses black stripes figure-wisely. Handsome shirt collar, soft shirring. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½, scale on opposite page. Please state size. Shipping weight, 1 pound 8 ounces.
 ♦31 E 4800—Pink with black stripe
 ♦31 E 4801—Light blue with black stripe.
 Each \$3.98

The square-necked dress in fine spun rayon has a front peplum to give it a smart 2-piece look. Rich embroidery touches. Hand wash, use gentle Lux. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½, size scale on opposite page. Please state size. Shipping weight, 1 pound 8 ounces.
 ♦31 E 4803—Medium blue . . . \$3.98
 ♦31 E 4804—Medium rose . . . \$3.98

The cordique-necked dress in spun rayon accents its slim lines with dazzling white. Buttons down the front. Hand wash. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½. Scale, opposite page. State size. Shpg. wt. 1 lb. 8 oz.
 ♦31 E 4810—Med. blue, white print
 ♦31 E 4811—Med. rose, white print
 ♦31 E 4812—Med. green, white print
 Each \$3.49

Button-fronter has new scalloped collar leather-like belt. Fine 50% rayon, 50% cotton fabric is hand washable, use mild Lux soda. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½. Scale, opposite page. Please state size. Shipping weight, 1 pound 8 ounces.
 ♦31 E 4813—Aqua blue \$3.49
 ♦31 E 4816—Medium rose . . . \$3.49
 ♦31 E 4817—Gold \$3.49

**Half-size fashions for
5 feet 4's and under...
proportioned for the
shorter figure to give
good fit, good fashion...
in youthful lines that
make you look taller,
slimmer... dressy
alpaca-type rayon crepe**

Dresses on this page available after
February 1, 1946

\$7.98

- A** The heart-necked dress in rich alpaca-type rayon crepe clusters soft folds of fabric at your shoulders, and is a slim sheath to below waistline. Wonderful dropped-shirted skirt treatment. Zip placket. Dry clean. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½, size scale below. Please state size. Shipping weight, 1 pound 8 ounces.
- 31 E 4820—Medium gray \$7.98
 - 31 E 4821—Navy blue \$7.98

\$8.98

- B** The tie-bow dress in luxurious alpaca-type rayon crepe treats its bodice like a bolero to give it a smart 2-piece look. Embroidery splashed over it with a lavish hand. Attached vestee is in stunning contrasting color. Flared gored skirt, side zip placket. Dry clean. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½, size scale below. Please state size. Shipping weight, 1 pound 12 ounces.
- 31 E 4825—Navy with light blue \$8.98
 - 31 E 4826—Black with pink \$8.98

Half-size scale—for the slightly shorter, slightly fuller figure. Measure carefully—then order your exact size.

Order size	14½	16½	18½	20½	22½	24½	26½
If hips are:	38	40	42	44	46	47½	49 in.
If waist is:	29	31	33	35	37	39	41 in.
If bust is:	35	37	39	41	43	45	47 in.
Length in..	41½	42	42½	42½	43	43½	44 in.

Catalog numbers marked • are shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Buy the best... Easy Terms are available. See inside back cover.



A The Heart-necked Dress \$7.98

B The Tie-bow Dress \$8.98

Kerrybrooke \$5.98
Each

Sears Famous Half Size Dresses

Attention 5-foot-4's and under..

Sears half sizes are for you..

they make you look slimmer,

taller, younger.. all without

expensive alterations..

plus the added features of

fine tailoring listed below..

- WAISTLINES. Yokes and shoulder seams are taped
- All SEAMS are pinked. Side seams are pressed open and $\frac{3}{8}$ -inch wide to allow for easy letting out
- SLEEVE BOTTOMS have deep, blind stitched hems.
- SKIRT HEMS blind stitched, 2 inches deep for lengthening • Fine stitching throughout each garment
- SHOULDER PADS of a fine quality are detachable.
- CLOSE-STITCHED buttonholes are uniformly spaced
- NATIONALLY KNOWN laboratory tested fabrics.

[A] The button-front dress in lovely Kamen Sheer rayon is noted for its simple good looks and easy lines. Has just the right amount of fullness in bodice and sweep to its flared skirt. Dry clean. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½, scale on page 37. State size. Shpg. wt., 1 lb. 8 oz.
 • 31 E 4830—Aqua blue • 31 E 4832—Light gold
 • 31 E 4831—Medium gray Each \$5.98

Available after Feb. 1st 1940

[B] The polka-dot dress in Crown-tested French-type rayon crepe. Stunning color contrast achieves that long-line redingote look... slim strips trimmed with shiny buttons are added for show. Has the clean shirt-top lines you love. Smooth side placket closing. Dry clean. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½, size scale on page 37. Please state size. Shipping weight, 1 pound 8 ounces.
 • 31 E 4835—Gray with fuchsia (purplish rose) \$5.98
 • 31 E 4836—Navy blue with medium green \$5.98

[C] The side-buttoned dress in a crisp-bodied spun rayon cloth, that is hand washable; see Lux. Deep-diving scalloped neckline is adorned with embroidery and big bow tie. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½; size scale on page 37. Please state size. Shipping weight, 1 lb. 8 oz.
 • 31 E 4840—Aqua blue \$5.98
 • 31 E 4841—Medium rose \$5.98

Available after Feb. 1st 1940



[A] The Button-front Dress \$5.98



B The Polka Dot Dress \$5.98



C The Side-Bottomed Dress \$5.98

Everything at Sears is available on Easy Terms the easy way to buy... see inside back cover for complete details.

In sizes 34 to 52; 14% to 26%

Scans from <https://christmas.musetechical.com>





Women's dresses in
Mallinson's superior rayon
fabrics...we chose
costly-looking rayon crepe
for dress-up magic and
crush-resistant Cruisaline
in bright prints for
dramatic simplicity...then we
priced them in keeping with
Sears value-giving policy

\$7⁹⁸
each

- A** Two-color triumph in dress-up magic gives a bright new season look. We've done the yoke in delicate pastel for sheer feminine flattery...then we set it off with fancy buttons marching across the bottom fold. Self fabric buckle belt. Graceful hanging gores skirt. Mallinson fine quality rayon crepe for four-season wear. TAILOR zipper placket. Dry clean. Sizes: 34, 36, 38, 40, 42, 44, size scale on page 51. Please state size. Shipping weight, 1 lb. 8 oz.
 ♦31 E 4615—Navy blue with light blue \$7 98
 ♦31 E 4616—Black with pink \$7 98

Available after February 1, 1946

- B**  Surplice dress scores fashion wise with smart fold that goes from waist to hem. Gathers set on yoke are fitted at waist with trim darts. Side pleats on skirt front, gores back. Rayon Cruisaline in gay print. Zipper placket. Hand wash separately, use LUX. Sizes: 34, 36, 38, 40, 42, 44, scale page 51. State size. Shipping weight, 1 pound 8 ounces.
 ♦31 E 4620—Light blue with brown print \$7 98
 ♦31 E 4621—Medium gray with white print ... \$7 98

- C**  Button-front has magical beauty in its diamond shaped neckline...striking novelty print and long, slim lines. Curved set-in side pockets add interest to graceful gores skirt. Self twin-buckle belt, covered buttons. Rayon Cruisaline. Hand wash separately; use LUX. Sizes: 34, 36, 38, 40, 42, 44, scale, page 51. State size. Shpg wt., 1 lb. 8 oz.
 ♦31 E 4625—Aqua blue with gold print ... \$7 98
 ♦31 E 4626—Medium gray with red print ... \$7 98

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Kerrybrooke \$5.98
Each

Sears Famous Women's Dresses

**Bemberg* rayon sheer
in figure-slenderizing prints
is tops for Spring through
Summer wear, especially when
it's teamed with the precise
tailoring that goes into
Sears Kerrybrookes . . just
hand wash separately; use Lux**

- WAISTLINES, YOKES and shoulder seams are taped
- All SEAMS pined. Side seams pressed open and 3/8-inch wide to allow for letting out
- SLEEVE BOTTOMS have deep, blind-stitched hems
- SKIRT HEMS are blind-stitched and 2-inches deep for lengthening. Fine stitching throughout
- QUALITY SHOULDER PADS are tacked, detachable
- CLOSE-STITCHED BUTTONHOLES are uniformly spaced. Nationally known tested fabrics



Bemberg* Rayon Sheer prints are certified for washability and serviceability. Chosen by fashion-knowing women everywhere for their clear, crisp colors and their easy-to-keep hand-box fresh look.

- A** Two-piece effect dress is a picture of loveliness with self ruffles edging the petal collar down to waist and shaping a front peplum effect on gored skirt. Bracelet sleeves. Bemberg rayon print. Sizes: 34, 36, 38, 40, 42, 44; scale, pg. 51. State size. Shpg. wt., 1 lb. 8 oz. ♦31E4630-Med. blue ♦31E4631-Med. green. Ea. \$5.98
- B** Button-front has charming roll collar edged with white ruching. Self cording is looped into flower pocket effect. All-round gored skirt. Self belt. Bemberg rayon in polka dot. Sizes: 34, 36, 38, 40, 42, 44; scale on page 51. State size. Shipping weight, 1 lb. 8 oz. ♦31E4635-Med. gray ♦31E4636-Navy blue. Ea. \$5.98
- C** Slimming surplice neckline is edged with dainty rayon sheer. Shoulder gathers are caught with bow drawn through ring. Bracelet sleeve. Gored skirt. Self belt. Bemberg rayon in scroll print. Sizes: 34, 36, 38, 40, 42, 44; scale, pg. 51. State size. Shpg. wt., 1 lb. 8 oz. ♦31E4640-Med. green ♦31E4641-Med. rose. Ea. \$5.98

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**Sears finest dresses for women, cut from important fabrics
in slim, young lines...superbly tailored to the smallest detail**

\$16.98

These dresses have all the fine features of Sears outstanding Kerrybrookes, plus the best type of top stitching throughout, double stitched armholes...TALON zipper plackets...the season's newest, soft styling...which shows why smartly dressed women buy their fashions at Sears.

Fine rayon crepe is moulded into slimming silhouette by creating a panel effect with scallops from shoulder-line to hem. Dry clean. Sizes: 34, 36, 38, 40, 42, 44; size scale, page 51. State size. Shpg. wt., 1 lb. 8 oz.
 #31 E 4650—Medium green #31 E 4652—Navy blue
 #31 E 4651—Light blue Each\$16.98

Available after February 1, 1946

\$9.98

Gay border print in rayon jersey has significant fashion news with its bright coloring and beautifully simple styling. Soft roll collar. Tiny bows trim shoulder shirring. Dry clean. Sizes: 34, 36, 38, 40, 42, 44; scale, page 51. State size. Shpg. wt., 1 lb. 8 oz.
 #31 E 4645—White with fuchsia rose print...\$9.98

Available after February 1, 1946